



FOR IMMEDIATE RELEASE

**INSIGNIA SYSTEMS, INC. TO REPORT 2016 FOURTH QUARTER AND FULL YEAR
FINANCIAL RESULTS ON FRIDAY, MARCH 3**

MINNEAPOLIS, MN — February 23, 2017 — Insignia Systems, Inc. (ISIG) today announced that it will issue its financial results for the fourth quarter and full year ended December 31, 2016, on Friday, March 3, 2017 instead of the previously announced issue date of February 22, 2017.

About Insignia Systems, Inc.

Insignia Systems, Inc. is a developer and marketer of innovative in-store products, programs and services that help consumer goods manufacturers and retail partners drive sales at the point of purchase. Insignia provides at-shelf media solutions in approximately 13,000 retail supermarkets, 2,000 mass merchants and 8,000 dollar stores. With a client list of over 200 major consumer goods manufacturers, including General Mills, Kellogg Company, Kraft Foods, Nestlé and P&G, Insignia helps major brands deliver on their key engagement, promotion, and advertising objectives right at the point-of-purchase. For additional information, contact (800) 874-4648, or visit the Insignia website at www.insigniasystems.com.

Contact:

Insignia Systems, Inc.
Kristine Glancy, CEO
(763) 392-6200

SOURCE: Insignia Systems, Inc.

####